"METHOD OF SELLING GIFTCARDS' Inventors: Michael Bleser et al. Attorney Docket No. 29488/36831A

FIRST RETAILER DISPLAYS
GIFTCARDS OF A SECOND RETAILER

FIRST RETAILER RECEIVES PAYMENT
AND ACTIVATES GIFTCARD

FIRST RETAILER FORWARDS ACTIVE
GIFTCARD INFORMATION TO E
PROCESSOR OF SECOND RETAILER

FIRST RETAILER CALCULATES SHARE
OF REVENUE FROM GIFTCARD SALE

FIRST RETAILER ISSUES PAYMENT TO
SECOND RETAILER (LESS REVENUE SHARE)

18

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